



For immediate release

Blanco Introduces New Colours and European Designs To Premium Granite Kitchen Sink Line

Toronto, March 3, 2008. This spring, Blanco Canada will debut two new colours and European designs to augment their growing line of premium granite kitchen sinks. Silgranit®, a composite sink material made of 80 per cent natural granite, is Canada's leading coloured kitchen sink brand and the fastest growing alternative material in an industry long dominated by stainless steel.

At design shows across Canada, the company will unveil Café, a rich, deep brown and Biscotti, a warm toasted vanilla colour. As well, complementary coloured faucets will also be launched in the company's most popular Silgranit colours, Anthracite (black), Stone Biscuit and the new Café. To expand its current range of sink styles and sizes, Blanco will introduce new contemporary designs developed by its parent company based in Oberderdingen, Germany. The new designs and colours are part of an international launch and a global trend toward more natural, warmer colours and materials.

"For 2008 we are seeing a move away from the austerity of neutral colours to an infusion of warmer, richer colour schemes for the kitchen," says Alexandra Marshall, Director of Marketing with Blanco Canada. "Our new Café brown sinks and Café bronze faucets beautifully complement the new oiled bronze finish appliances and work well with many of the most popular granite and quartz countertop colours. The fact that Silgranit is mostly a natural material is also adding to its popularity as a better eco-option in the kitchen."

Silgranit is predominantly made of natural, rock-hard granite making it exceptionally durable. "These sinks are exceptionally resistant to chipping, stains and heat, and are virtually scratch-proof. They are more durable and easier to maintain than any other sink material today," says Ms. Marshall. "While stainless steel will always be a classic choice and complements any kitchen décor, Silgranit is a highly attractive, natural, and practical alternative that adds colour and warmth to any kitchen."

Blanco Canada currently offers seven colours and more than 80 different style and colour combinations of granite sinks, including main sink and island sink styles. Silgranit sinks are manufactured in Toronto for the North American market and in Sinsheim, Germany for the global market.

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About Blanco: With more than 80 years of experience in kitchen workstation design and manufacturing, Blanco is recognized worldwide for design leadership and quality craftsmanship. From finely detailed, handcrafted SteelArt stainless steel sinks, and the natural warmth and beauty of Silgranit, to the elegant artistry of Blanco faucets, Blanco products are celebrated worldwide for their unmatched quality and timeless beauty.

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BLANCO CANADA INC., 9-3903 Nashua Drive, Mississauga, Ontario L4V 1R3
Tel. 905.612.0554 Fax 905.612.9764 www.blancocanada.com